

Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 30th January 2017 to 3rd February 2017



Promoting PMC Mobile App “PuneConnect”

- There were regular tweets on Tweeter and posts on Facebook & Google Plus account promoting various new features of the app. World Council City Data (WCCD) Platinum Certificate achievement was also promoted.

Promoting PMC Elections 2017.

- There were regular tweets on Tweeter and posts on Facebook & Google Plus account to create awareness about upcoming PMC elections. Various types of media, including video, informative posts were shared to encourage citizen participation in elections.

Coverage of PMC’s first ever Employee Recognition program

- PMC conducted its first ever employee recognition program which felicitates top performing employees who are selected from across the department. 3 employees, 1 H.O.D & 1 department were felicitated for their performance in January 2017.

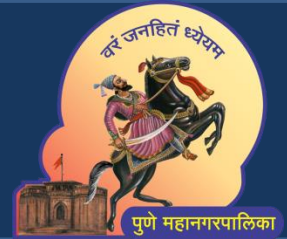
Feedback & Management Cell (FMC) Updates

- In this period, the FMC has received about **389** grievances through all channels.
- Out of these, **163 grievances** were resolved.

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Channel wise Grievances Logged

04	Facebook	18	Twitter	130	Complaint Portal
76	PuneConnect App	04	SMS	50	WhatsApp
13	Email	94	Call Center	00	Google+

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Social Media Showcase: Citizen Feedback on Twitter



Siddhesh Bhobe
@siddheshb

Follow

Kudos to @PMCPune for their responsiveness and support to complaints filed online! Always been pleasantly surprised! #Pune #egovernance

12:18 PM - 30 Jan 2017 from Pune, India



Piyush Aiya
@piyushaiya

Follow

I have been using this website and app from few months now & really happy with responses, grievances really gets solved quickly Keep it up..



PMCPune @PMCPune
PuneKars! No more visiting ward office to lodge a grievance. Do it online.
Visit goo.gl/2b2Ny7
#digitalidea #smartcity #pune #pmc

2:48 PM - 31 Jan 2017



PMCPune @PMCPune - 4h
@sunilmchaudhari we have already logged your complaint & it is with the concerned department. They will look into it soon.



Sunil Chaudhari
@sunilmchaudhari

Follow

@PMCPune its resolved sir. Thank you very much PMC. 🙌👍🎁

11:16 AM - 31 Jan 2017



Suhas Patwardhan Is PMC listening?

Like · Reply · 27 January at 17:33

1 Reply



Narendra Agashe Sarang please log it on their app.. (<https://play.google.com/store/apps/details...>) I guess they have some SLA for redressing the grievances..



PuneConnect

Like · Reply · Remove Preview · 1 · 27 January at 21:03 · Edited



PMCPune Thanks for sharing your concern. We have taken cognizance of this issue. Your token number is F54. Please track the same at : <http://complaint.punecorporation.org/>

Like · Reply · 1 · Commented on by Pmc Pune [?] · 29 January at 15:11



Suhas Patwardhan Thank you PMC for responding !!!

Like · Reply · 1 · 29 January at 17:26



Sarang Bhagwat Thanks PMC and their Team action taken problem resolved in time bound manner



Like · Reply · 3 · 22 hrs

1 Reply



Shyam Prakash Singh Great

Like · Reply · 1 · 20 hrs



Dnyanesh Tawhare Good one Sarang

Like · Reply · 1 · 18 hrs



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PMC Social Media Analytics

Twitter	
Tweets	69
Engagement Rate	1.9%
Impressions	29,500
Likes	128
New followers	23

YouTube	
Total Subscribers	193
New Subscribers	1
Watch Time	3794 min

PMC Blog	
Total Subscribers	93
New Subscribers	2
Posts	19
New Posts	1

Facebook			
<u>Total</u>		Impressions	48,924
Likes	7692	Post Engagement	1680
<u>Daily Average</u>		Page Views	171
New Likes	52	Post Reach	18,688
Total Reach	9367	Engagement Rate	1.6%